

## Mediadata 2016

fruchtportal.de startet in 2004, as an independent german-language online news service for the international fresh produce industry. Meanwhile, the portal has established itself in the market and received great recognition. fruchtportal.de currently generates around 450,000 hits (page impressions) per month. Currently, fruchtportal.de is the number 1 **online** German-language news and information portal for the international trade in fresh fruits and vegetables.

fruchtportal.de gives you the exact target group you want to achieve your advertising campaigns with. fruchtportal.de offers all standard forms of advertising and a daily newsletter. The majority of our visitors come from Germany and the german speaking countries. The rest of our visitors are spread around Europe and the rest of the world.

fruchtportal.de offers you the perfect target group for your advertising. The target group includes among others: Importers, exporters, wholesalers, food retailers, specialty retailers, distributors, producers, producer organizations, marketing centers, logistics service, packers, packaging suppliers, contractors for fruit handling, storage, refrigerated transport, quality assurance and food safety, marketing organizations, agencies, etc.

### Facts and Figures

- Online since 2004
- Pageimpressions per month: 400.000 - 450.000
- **Unique users** per month: 55.000 – 60.000
- Daily newsletter recipients: 7.950

### Discount grading

Banner ads	From 3 months	15%	From 6 months	20%	From 12 months	25%
Image/Text Teaser (sponsored Link)	From 10 weeks	10%	From 20 weeks	15%	From 52 weeks	20%

### Combination extra discount

When reserving space for banner promotion on the Homepage AND in the Newsletter at once, you will receive a combination extra discount of 10%.

### Agency commission

Advertising agencies or intermediaries receive, provided they are able to provide evidence of their services, agency commission equal to 15% plus VAT.

### Banner design

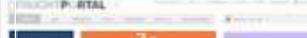
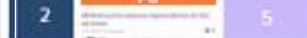
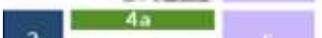
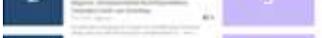
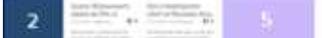
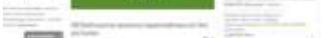
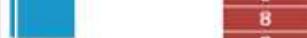
On desire, we create a static banner for you by the details you give for a one-off price of 40,- Euro. The creation of an animated banner has a one-off price of 70,- Euro. All you need are texts and event. a digital logo of the firm or product photo. We will do the rest!

### Exchange of banner motive

An exchange of banner motives can always be conducted.

# FORMS OF ADVERTISEMENT

## 1. HOMEPAGE - www.fruchtportal.de

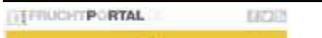
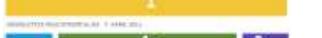
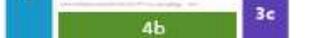
Homepage	News article detail view	Format	File vol.	Price/month €	
		1	1020 x 118	80 kB	900,-
		2	200 x 200	50 kB	600,-
		3a	200 x 100	25 kB	250,-
		3b	200 x 200	35 kB	350,-
		3c	200 x 300	45 kB	400,-
		3d	200 x 400	50 kB	500,-
		4a*	468 x 60	30 kB	375,-
		4b*	468 x 120	50 kB	500,-
		4c*	468 x 200	80 kB	750,-
		5	300 x 200	60 kB	750,-
		6a	300 x 100	30 kB	250,-
		6b	300 x 200	45 kB	350,-
		6c	300 x 300	50 kB	500,-
		7a	468 x 60	30 kB	300,-
		7b	468 x 120	50 kB	400,-
		7c	468 x 200	80 kB	500,-
		8**	Im./Text Teaser		(per week) 50,-

\* The order of banner type 4 changes daily by one position up. ↻

\*\* With the Image /Text Teaser you can create awareness for your product, service or the extra value your company offers by means of image and text. The Image /Text Teaser comprises: a headline, a teaser tekst, a link to your homepage as well as an image. You are able to manage these teaser ads fully by yourself!

## 2. NEWSLETTER

Frequency: every day from Monday to Friday (except holidays).

	Format	File vol.	Price/month €	
	1	758 x 78	80 kB	1200,-
	2	120 x 600	45 kB	850,-
	3a	120 x 60	15 kB	300,-
	3b	120 x 120	25 kB	450,-
	3c	120 x 300	35 kB	650,-
	4a*	468 x 60	30 kB	550,-
	4b*	468 x 120	50 kB	750,-
	4c*	468 x 200	80 kB	950,-

\* The order of banner type 4 changes daily by one position up. ↻

All prices excl. Statutory VAT. For EU customers with a valid VAT number outside of the Netherlands we will zero rate the VAT so you can account for it at your local rate.

### 3. MOBIL

	Format	File vol.	Price/month €
	1	468 x 60	150,-
	2	468 x 120	200,-

Other special forms of advertising and special formats on request.

#### Data delivery

At least 3 working days before publication date via eMail to:

[info@fruchtportal.de](mailto:info@fruchtportal.de)

#### Technical specifications

1. Homepage: JPEG-, PNG-, GIF- or SWF-Format.
2. Newsletter: JPEG-, PNG- or GIF\*-Format
3. Mobil: JPEG-, PNG- or GIF\*-Format

\* Animated Banner in the newsletter:

Outlook 2007 and 2010 does not support animated GIFs, instead it only shows the first slide of your animation so make sure the most important call to action is on that slide..

#### Contact:

If you have any questions regarding online advertising, please Contact Us.

#### Your contact:

Maurice Stevens

Telefon +31 45 56 444 27

[werben@fruchtportal.de](mailto:werben@fruchtportal.de)